

For Immediate Release

Contact: Megan Tate, Communications Manager
The Knowland Group
(703) 286-0852
MTate@KnowlandGroup.com

Knowland Expands into Mainland Europe

Innovative hotel business development firm to launch service with multiple clients in Paris, Barcelona, Munich, Frankfurt, and Brussels

McLean, VA, 04/26/10 – [The Knowland Group](#), a leading provider of business development solutions for the global hospitality industry, today announced the expansion of its global business to include cities in Germany, France, Spain, and Belgium. One client, hotel management company Dolce Hotels & Resorts, has signed up for Knowland services in all their European hotels.

“The Knowland Group is dedicated to becoming the largest and most well respected software and business services company in the global meetings and conventions industry, said Knowland Group CEO [Michael K. McKean](#). “This European expansion is an important step in that mission.”

EVP of Sales & Marketing [David McKean](#) will be in Europe along with other members of the Knowland sales team all this week. He will be meeting with current clients and prospects including several major chains and ownership companies interested in switching to Knowland for their sales and marketing services.

“We are excited to bring our commitment to innovation and client value to the rest of Europe,” said David McKean. “Our goal is to become as prevalent in the rest of the world as we are in North America today.”

Knowland currently serves over 100 metropolitan areas within North America, Asia, and the Middle East, as well as in the United Kingdom.

About The Knowland Group

The Knowland Group is a proven innovator, developing intuitive marketing products and services that streamline and support event and group sales in the hospitality industry. The company, headquartered in Salisbury, MD, serves over 2,000 hotel clients and 17,000 users globally. Recently featured on the [Inc. Fast 500 List](#), The Knowland Group is the second fastest growing company in the travel industry. For more information, visit www.KnowlandGroup.com, call 410-860-2270 or follow us on Twitter [@knowlandgroup](#).